R.J. Reynolds Tobacco Company

S.G. STEEN
Division Sales Manager

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May 19, 1993

Mr. R.C. Farmer
R.J. Reynolds Tobacco Co.
150 Lawrence Bell Drive, Suite #108
Williamsville, NY 14221

Re: **MERCHANDISER ARTICLE**

Dear Roger:

The enclosed pictures are from RR - D.C. Eckardt. Diane use her own creativity and initiative to develop a program to kick off our new Camel Special Lights in a highly SKU'ed Marlboro outlet in Hamilton, New York.

Diane worked her program on a Friday afternoon contacting 68 smokers. Sixty-six of the 68 left the store having purchased a Camel product. (Diane supplied a free pack coupon upon purchase of one pack).

Diane has targeted this Red Apple in the past due to the clientele and the opportunity to convert competitive smokers. The manager now admits Camel is her "Number 1" brand, outselling Marlboros, with Camel Light Hard Pack being this store's best seller!

I think this shows great creativity and initiative on Diane's part to kick off this new brand.

If you have any questions or comments, please give me a call.

Sincerely,

Keith/jl

K.L. Myers/T&D

KLM/jl
Enc.

cc: D.C. Eckardt
S.G. Steen

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"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/npfn0000